



Advertising Kit 2023



Making homeschooling possible

About HSLDA

A national organization representing over 105,000 member families, Home School Legal Defense Association strives to keep our audience on the cutting edge of legal, legislative, and international news involving homeschoolers. Through our website, email service, and tri-annual magazine, the *Home School Court Report*, we report on local, state, and federal court cases, legislation, trends, issues, and items of general interest to home educators. Integral to our mission to defend the right of every parent to homeschool, HSLDA seeks to proactively establish homeschooling as an effective educational choice. We facilitate positive relationships between the homeschool community and the media, the public, government representatives, and school officials.

Contents

Email Advertising.....	3
Email Ad Pricing.....	4
Email Quick Facts	4
Dedicated Email Requirements.....	4
Weekly Update Ad Requirements	4
Print Advertising.....	5
<i>Court Report</i> Quick Facts	5
Editorial Staff	5
Print Ad Pricing	5
Print Ad Specifications	6
Estimated Print Dates	6
Sending Print Ads to HSLDA.....	6
Contact Information	7

How to use this guide



Select an item in the table of contents to navigate directly to that page.



Click the logo icon at the bottom of each page to return to the table of contents.



Click on the arrows at the bottom of each page to quickly jump to the next or previous page.

EMAIL ADVERTISING

Email advertising is one of the most effective means of advertising with HSLDA due to the proactive nature of email and the ease of responding through a web link. Because the primary goal of all our emails is to inform our subscribers of issues related to homeschooling, we have designed our email advertising to be both nonintrusive to the viewer and effective for the advertiser.

Our email advertising opportunities include:

- **Dedicated Email** is the only advertisement-exclusive email update put out by HSLDA. The e-blast is sent at a time specified by you; all you do is send us the content, and we handle the rest. There are two dedicated email options:
 - **The full prospects list**, with a reach of 180,000 contacts (as of August 2023).
 - **Interest segment High School** is targeted to families in or nearing the high school years and has nearly 25,000 subscribers as of August 2023.
- **The Weekly Update (WU)** is a compilation of top stories and news specifically for homeschoolers. It has over 300,000 subscribers as of August 2023 and continues to grow. It is HSLDA's primary email newsletter to our global home-school audience.

Example of Weekly Update Ad



Example of Dedicated Email Ad



EMAIL ADVERTISING

Email Quick Facts

- Our advertising slots are sold on a first-come, first-serve basis.
- Advertisers must provide ad content and link two weeks prior to the date the ad is to be run. This deadline is subject to change at HSLDA's discretion due to special events or holidays. Changes will be communicated to advertisers in advance.
- If advertisers would like to receive reports on ad clicks, they must provide a reporting email address to HSLDA. We will send a report 48–72 hours after the email is sent.

Weekly Update Ad Requirements

- The advertiser shall provide an ad consisting of a graphic image 880 pixels wide by 470 pixels high. Finished size will be 440 pixels wide x 235 pixels high so that the image appears high quality in the email.
- The graphic must be supplied in JPG, GIF, or PNG format and must be less than 20KB.
- A URL click-through destination for the ad must be provided.

Pricing

Email	
Dedicated Email Ad	
Special Offers List	\$5,400
High School Interest List	\$620
Weekly Update Ad	
	\$1,000

Dedicated Email Ad Requirements

- Email provided by the advertiser must be designed to 650 pixels wide.
- We accept Mac Postscript, True Type, and Open Type fonts.
- Alternate text must be provided for all graphics which take up a significant portion of the email.
- Images must be sent in JPG, GIF, or PNG format and optimized for email by using a web image compressor.
- Colors must be uniquely named, preferably in reference to the group submitting ad (example: PHC Blue, not Blue).
- Advertiser must provide email-ready HTML and images via email or on a live web server.
- A URL click-through destination must be provided.



PRINT ADVERTISING

Why Advertise in the *Court Report*

Advertising in our magazine establishes credibility, professionalism, and trust between you and our readers. In a time when anyone can buy an inexpensive web ad, *Court Report* ads show readers that you have invested in advertising space with a trusted publication that has been hitting mailboxes for over 25 years.

Our magazine helps you target the niche audience of our 105,000 homeschooling member families. Not only that, but printing in our magazine gives you more ad space and a higher-quality ad than web and email advertisements. Your ads in our magazine are our commitment to help you reach homeschooling families everywhere.

HSLDA *Court Report* Quick Facts

- Our longest-running publication with a long shelf life.
- Published tri-annually.
- Reaches over 105,000 families who make up our membership base.
- It is our premium production, giving our members news that affects homeschoolers both nationally and internationally.



Pricing

Print	
Inside Back Cover	\$3,500
Inside Front Cover	\$3,500
Outside Back Cover	\$3,500
Full Page	\$3,000
Half Page	\$2,000

Editorial Staff

Publisher: Home School Legal Defense Association

President: James R. Mason III

Editor: Suzanne Stephens

Print Designers: Todd Metzgar and Keith Ludlow

Webmaster: Dave Dentel

HSLDA Attorneys: Scott A. Woodruff, Darren A. Jones, James R. Mason III, Thomas J. Schmidt, Mary E. Schofield, Will Estrada, Peter K. Kamakawiwoole, Kevin Boden, Tom Sanders, and Amy R. Buchmeyer



PRINT ADVERTISING

Print Ad Sizing

Trim size of the finished publication is 8.375" x 10.875" (8 3/8" x 10 7/8"). Printing is four-color, web-fed offset with saddle-stitch binding. The *Home School Court Report* is printed direct to plate at 175 line screen.

Full Page

With bleed – 8.625" (w) x 11.125" (h)

Half Page

Horizontal – 6.625" (w) x 4.475" (h)

Estimated Print Dates

Issue	
First Issue	3/15
Second Issue	6/15
Third Issue	10/15

Content Requirements

- All ads must be submitted in digital format. We do not accept ad slicks or "hard copies" only. Ads may be submitted in PDF, JPG, or PSD format.
- We accept Mac Postscript, True Type, and Open Type fonts.
- Images embedded in Illustrator files must also be provided and fonts must be included or converted to outlines.
- Image resolution should be 300 dpi at the actual image size.
- Colors must be uniquely named, preferably in reference to the group submitting ad (example: PHC Blue, not Blue).
- Colors must be based on a process-color model, not RGB or "spot color." Color images must be CMYK not RGB or duotone.
- A proof is recommended to accompany all ads so that HSLDA will know how your ad is to look. Match-prints are not required.
- Make sure ad dimensions are the correct size according to the specs above.

Disclaimer and Notes

- *Print dates are estimated and cannot be guaranteed.*
- *Color matching on ads cannot be guaranteed.*
- *All ad prices include one half hour of import and preparation time. Any work beyond one half hour done by HSLDA to correct or change improperly formatted ads will be billed at the rate of \$100 an hour. Advertisers will be contacted if it appears that prep time will exceed the one-half-hour allotment.*





Making homeschooling possible

PO Box 3000, Purcellville, VA 20134

540-338-5600 / 540-338-2733 (fax)

www.hslda.org

Contact Information

For more information about advertising with Home School Legal Defense Association via email list, or the *Home School Court Report*: email ads@hslda.org or call 540-338-5600.